



App. No. 09/711,511

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): David K. Gifford  
App. No.: 09/711,511  
Conf. No.: 8013  
Filed: November 14, 2000  
Title: DIGITAL ACTIVE ADVERTISING  
Art Unit: 3623  
Examiner: Susanna M. Meinecke Diaz  
Docket No.: 113948-041

Commissioner for Patents  
Washington, DC 20231

#8/Election+  
Amendment B  
Ellis  
1-5-04  
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GROUP 3600

RESPONSE TO RESTRICTION REQUIREMENT

Sir:

In response to the Office Action dated November 3, 2003, please amend the above-identified patent application as follows:

In the Claims:

Claim 1 (original): A network sales system comprising  
a plurality of buyer computers and at least one merchant computer interconnected  
by a communications network,  
means at each merchant computer for maintaining and providing a database of  
digital advertisements comprising  
means for storing said digital advertisements, each digital advertisement including  
a product abstract,  
means for communicating a digital advertisement to a buyer computer over said  
network in response to a network request from said buyer computer,  
means at each buyer computer for requesting, displaying, and responding to digital  
advertisements comprising  
means responsive to a user inquiry for selecting a merchant computer and obtaining a  
digital advertisement for a product from said database of advertisements at said merchant  
computer,  
display means for displaying said advertisement,